

Request for Proposal

Web site design and development

Green For All, November 2011

1. SUMMARY

Green For All (GFA) is accepting proposals to design and develop the organization's web site. This will be a concept-to-completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The existing GFA web site was originally designed and produced in 2008. The site is maintained with in-house resources.

2. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process.

Proposals received after 12:00pm / noon PST, Wednesday, November 23, 2011, will not be considered.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If you wish to submit alternate solutions, please do so.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. GFA will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

3. CONTRACT TERMS

GFA will negotiate contract terms upon selection. All contracts are subject to review by GFA legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

4. PURPOSE, DESCRIPTION AND OBJECTIVES

Purpose

GFA currently has a web presence that is outdated in appearance, structure and limited in functionality. An opportunity exists to re-engineer the site to better reflect the mission of GFA, improve the content management system and incorporate sharing and social media elements now missing.

Upon completion of the development of the site, GFA will assume full responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of GFA.

Objective

Our goal in redesigning our website is to provide core information about the organization, to make it simple for employees and partners to relate stories about our work, and to let site visitors share these stories as they wish.

Existing content

The content for the existing website is contained in a Plone database. In assessing a transition to a new CMS, we've determined that extracting content from the existing database will not be simple, and make require either manual carry-over or an automated system.

Please note: we've built a development server and begun work on some of the functionality. Additionally, we have draft wireframe and look and feel examples that can be refined into final documents.

Databases

We'd like to transition to a Drupal-based system, but are open to another MySQL-based CMS. The CMS should be able to include a broad range of content - from generally static information about programs, to press releases and media information, to blog posts including metadata. Proposals can recommend third-party systems to manage some content (e.g., Flickr), or other systems for handling these tasks (e.g., a wiki for static content).

Website theme and elements

It's important the the organization's web presence reflect the vitality and energy of Green For All and our base.

Structure

The final web presence will heavily leverage search and tags to organize and locate content, instead of hierarchy and menus.

Site functionality

Any given page on the site related to (tagged with) a particular subject area should contain the following:

- Consistent site look and feel
- A graphic or interactive element reflecting the general theme of the site
- Static, updatable information about the subject

- Blog posts related to the subject, as identified by post metadata
- Social media content as appropriate (e.g., integrated Twitter updates from responsible staff member, Facebook fan information)
- Ability to add comments
- Related photos and videos, as needed

All pages and posts (each of which should be viewable as a stand-alone article) should include consideration of search engine optimization practices, including proper titles, metadata and links. All pages and individual posts should offer visitors the opportunity to comment on and share the content, either using custom solutions or systems like Disqus and ShareThis. A system should be included to automatically create a shortened URL using either a custom solution or a third-party API allowing click-through tracking.

Content creation and management

Content will be generated both internally and by external partners (in the form of photos, blog posts, tweets, etc.). The proposal should include recommendations for doing so, including both simple and more robust options, depending on contributor comfort level.

Ongoing site development

Site functionality should be developed using PHP and MySQL to facilitate in-house additions and changes over time.

5. TIMELINE

This RFP is dated November 11, 2011. Proposers may also request a copy be sent via email by contacting Mary Creasman at mary@greenforall.org.

Proposals are due no later than 12:00pm / noon PST, wednesday, November 23, 2011.

Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office with our evaluation team on or about November 30, 2011. You will be notified if this is requested.

The name of the candidate firm who has been selected will be decided on or about December 7, 2011.

Negotiations will begin immediately with the successful candidate and should conclude no later than December 14, 2012. All other candidates will be notified on or about December 14, 2012.

The project must be completed and delivered by January 31, 2012.

6. BUDGET

Please provide several cost proposals to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site.

List pricing for the project. GFA has allocated \$25,000 for this project.

7. BACKGROUND OF ORGANIZATION

Green For All is a 501(c)(3) organization founded in December 2007, with offices in Oakland, CA (headquarters), Portland, OR and Washington, D.C.

Green For All is a national organization working to build an inclusive green economy strong enough to lift people out of poverty. The organization works in collaboration with business, government, labor, and grassroots communities to create and implement programs that increase quality jobs and opportunities in green industry -- all while holding the most vulnerable people at the center of its agenda.

Green For All holds a vision for a new economy in which everyone has access to opportunity and the earth is sustained. This vision is matched by an equally bold strategy to win that leverages government funding, attracts private investment and mobilizes civil society to build an inclusive green economy.

Green For All's work is varied, but it all flows from three core strategies – policy advocacy, sustainable development, and civic engagement. Green For All's highest goal is to create good, green jobs that drastically reduce pollution and provide access to opportunity in diverse communities throughout the US.

Policy (Advocacy)

Green For All's policy work aims to expand and set standards for public investment in the green economy. Our policy team identifies strategic opportunities for moving its agenda then works in coalition to support targeted initiatives. We educate policy makers about the benefits of advancing a green jobs framework as they make decisions on a variety of issues including energy, transportation, farm and food subsidies and broad economic development. Equally as important, the team identifies opportunities to ensure that new green job creation and the greening of existing industries benefits low-income communities and communities of color. Ultimately, Green For All seeks to steer billions of public dollars to effectively build an inclusive green economy.

Sustainable Development

The State and Local Initiatives team drives high road and environmentally sustainable economic growth. We identify, develop, pilot, replicate, and scale innovative sustainable development models, programs and policies. Positioned as a pragmatic thought leader in emerging sectors of the green economy, we have become a hub for networks of practitioners, experts, businesses, financial institutions, policy makers, and others who can add their expertise and influence in pursuit of our mission. Green For All's sustainable development initiatives focus on producing economic outcomes in specific sectors, while our programs build capacity in the field to support our initiatives.

Education and Outreach

Green For All was founded on the premise that communications and leadership development are key strategic priorities when building a movement for change.

Our goal is to be accessible to a broad audience, including workers, youth, small business owners, policymakers and community leaders across the country. Through our leadership development programs that cultivate localized networks of allies, regular and original content across media channels,

and events with entertainers like the Black Eyed Peas, Green For All has introduced a new values-based frame for sustainability that has reached millions, enlisted 140,000, and activated more than 20,000 people in support of an inclusive green economy.

8. AUDIENCE

Stakeholders and audience groups: Primary

- Donors, foundations and other funders
- Environmental partners and supporters
- Civil rights organizations and supporters
- Young people; e.g., fans of hip-hop music, college students, communities of color
- Existing partners
- Media
- Employees

Secondary

- Prospective donors
- Bloggers interested in our work

9. SCOPE & GUIDELINES

The scope of this project is to update the existing GFA web site. Our in-house marketing department will create/provide all of the site copy and provide the successful candidate with necessary original and stock photography. A firm that can handle all site planning, interface design and production is required. The site must include a technology solution that allows the in-house staff to easily and cost effectively update content and modify site design after the initial launch.

Discovery

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

Design

Web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

Development Guidelines

The web site designed by the successful candidate must meet the following criteria:

- Develop a content management solution that will allow employees to update static content, and integrate blog posts, video and photos from any contributor. CMS should be searchable, with

search functionality on the site

- Convert existing content from greenforall.org
- Development of site structure and functionality to proposed navigation scheme
- Provide necessary software and licenses to maintain site internally or externally, as decided by GFA
- Project Management – An assigned project manager will be made available to present information and coordinate with GFA staff, including a reasonable number of meetings to present design and development solutions

Site Specifications

GFA encourages creativity in the proposals submitted; however there are certain requirements for the web site project:

Site must be built in accordance to the web Content Accessibility Guidelines and validate to W3C CSS and HTML standards, unless doing so is unnecessarily restrictive.

Testing

Testing of site on all applicable platforms to ensure web site works as promised. Explain testing plan through development process (i.e. focus groups, etc.).

Delivery

Delivery and uploading of site to client for internal hosting, to an outside third party. (Currently Rack-space.)

10. AVAILABLE RESOURCES / ISSUES

We will use much of our existing web content.

If appropriate, the site could share user database with our existing toolset, shared between Salesforce and Salsa. We'd obviously rather share that database to encourage email sign-up, etc., when identifying a log-in / commenting system. Use of APIs from other trustworthy third-parties (e.g., Twitter, Flickr) is encouraged.

11. STAFF RESOURCES

A successful planning effort is driven by an interdisciplinary team of participants. The core team will be driven by two roles:

Project Lead: Responsible for sign-off on key decisions, providing project steering and maintaining relationships with outside stakeholders (Staff, Leadership Team, Board Members) – Mary Creasman

Project Manager: Responsible for keeping the project on schedule and within the budget. Maintains communication between other team members – Communications Director

Other team members and content stakeholders will be managed by the Project Manager.

12. QUALIFICATIONS

- List the five web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Describe your experience in producing sites for non-profit and/or community-focused projects. Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.).
- How many full-time staff does your firm employ? Please include a copy of your firm's organizational chart.
- Provide a company profile, length of time in business and core competencies.
- Briefly describe the percentage of your web staff that would end of working on this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten web designers and developers, the percentage would be 50%.
- What type of team will be assigned to this project? what will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm's project management process.
- Percent of total revenue derived from site developments and other business ventures. Please discuss any planned mergers or acquisitions.
- Please discuss any hardware/software vendor partnerships.
- Please discuss your testing and support plan.
- Timeframe for completion. The timeframe for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic timeframe for completion is requested.
- Process to include input from all program areas. Please state how you intend to communicate with all program areas to gather all of the required information.
- Terms and conditions.

13. EVALUATION CRITERIA

The following criteria will form the basis upon which GFA will evaluate proposals. The mandatory criteria must be met and include:

Ten (10) copies of your proposal must be received no later than 12:00pm / noon PST, Wednesday, November 23, 2011. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of:

Mary Creasman

Green For All
1611 Telegraph Avenue, Suite 600
Oakland, CA 94612

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- **Suitability of the Proposal** – the proposed solution meets the needs and criteria set forth in the RFP.
- **Expertise** – in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- **Aesthetic Capabilities** – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- **Candidate Experience** – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- **Value/Pricing Structure and Price Levels** – The price is commensurate with the value offered by the proposer. As a non-profit institution, GFA is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the web site and other collateral as a GFA supporter and partner.
- **Depth and Breadth of Staff** – The candidate firm has appropriate staff to develop the site in the time frame needed.
- **Proposal Presentation** – The information is presented in a clear, logical manner and is well-organized.
- **Demonstrated commitment to high service level agreements.**

14. FORMAT FOR PROPOSALS

Please use the following as a guideline to format your proposal:

Length and Font Size

Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 35 pages.

Title Page

Should include: “Green For All / Web Site Development Proposal,” your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

Cover Letter

Signed by the person or persons authorized to sign on behalf of the company (1-2 pages).

Proposal

Discuss your proposed solution, including the features, benefits and uniqueness of your solution.

You should also touch on your ability to deliver the project in the timeframe noted in Section 5 (3- 10 pages).

Qualifications

Provide the information requested in Section 12 (10-20 pages).

Budget and Fees

List budgets as requested above. Identify staff you anticipate working on the project and their hourly rates for work that may be needed.